

Published based on [Why Do Most Network Marketers Fail?](#)

# Why Do Most Network Marketers Fail?

Network marketing is Simple, but doing the old way (i.e. cold calling people) is NOT easy.

Don't kid yourself!

Let me explain my view of why network marketing is notorious for having a 95% or higher failure rate..

Have you ever heard of Occam's razor?

It states that the simplest explanation for a phenomenon is usually the best. We'll use this theory to explain why more than 95% or more network marketers fail.

Ready?

Most network marketers fail because the marketing methods that they are taught don't work 95% or more of the time.

So we're led to ask the next logical question, what are most fledgling network marketers taught?

Well, I can only speak from my experience, but what I was taught was to buy and cold call leads.

Now, I'm not going to say this doesn't work, but I will say is that after six months of cold calling leads for 3 hours a day with very little success this tactic doesn't work for me.

Honestly, unless you're natural born confident sales leader going into your network marketing career you'll probably have these same results.

Don't get me wrong some people are very good at cold calling leads, but most people aren't.

What happens to most people after they've spend thousands of dollars on leads with very little success after months of effort?

They run out of money. They get burned out and then . . .

They give up.

Another important factor contributing to why most network marketers fail is the type of leads they buy.

Why does the type of leads network marketers use make a difference?

Well . . .

Business opportunity leads, the leads most new network marketers are told to use, are generic. These leads answer

an ad that just asks them if they want to be financially free or make money from home or something like that.

Well . . . of course they do!

But that doesn't mean they want anything to do with YOUR network marketing program.

When the average network marketer calls these generic business opportunity leads the leads don't know anything about the network marketer's business and for the most part honestly don't care.

This leads to the fledgling network marketer hearing a lot of "NOs".

Hearing NO all the time leads to quite a bit of self doubt, both about the network marketer's own ability and the validity of their association with their network marketing company.

Negative feelings begin to harbor and as I said before eventually the network marketer gives up, usually within 3-6 months.

The fledgling network marketer's perception of their business goes from one of opportunity to one of complete doubt and negativity.

Reality follows perception, so because the fledgling network marketer believes both themselves and their business as having little hope this becomes TRUE.

That's basically why 95% of network marketers fail if you asked me.

#### **Resource Box:**

Tried Network Marketing before and failed? It's not your fault. Let this rookie "unknown" marketer show you how he embarrassed the "gurus" by placing over 4,120 people in his downline in 14 short months, while pocketing over half-a-million dollars. Now he has honed his SYSTEM into an idiot-proof step-by-step can't fail, never-cold-call-again recruiting machine on steroids! He'll even PAY YOU to check it out. ==> <http://mentorlee.com/mlmsuccess>

You can also find this article published on [Why Do Most Network Marketers Fail?](#), and on the tag pages [Business Opportunity](#), [Cold Call](#), [Cold Calling](#), [Failure Rate](#), [Generic Business](#), [Logical Question](#), [Marketing Career](#), [Marketing Methods](#), [Marketing Program](#), [Money From Home](#), [Network Marketer](#), [Network Marketers](#), [network marketing](#), [People](#), [Phenomenon](#), [Razor](#), [Sales Leader](#), [Six Months](#), [Tactic](#), [Thousands Of Dollars](#).